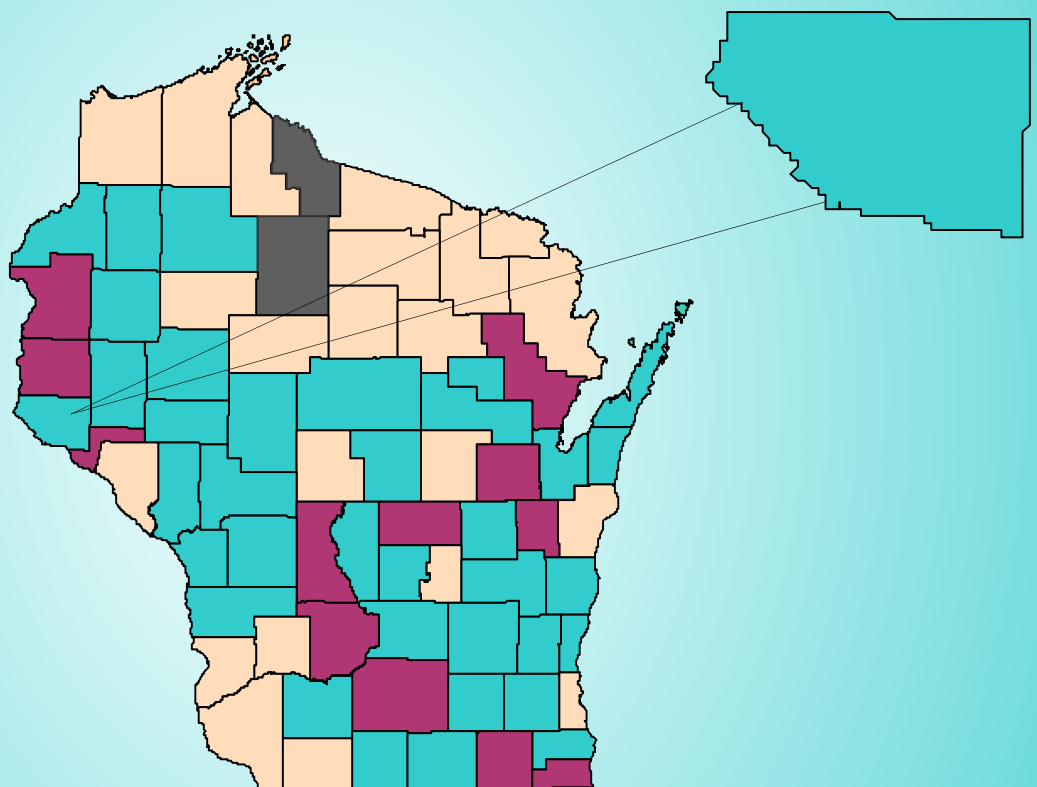


Pierce County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The increase in population in Pierce County from April 2000 through December 31, 2001 of 2.6 percent was the 12th highest in the state. Over two-thirds of the 953 additional residents were from people moving into the county. Pierce County is part of the Minneapolis-St. Paul metropolitan statistical area and many of those new residents were from Minnesota.

The migration rate of 1.77 not only exceeded the state rate of 0.94 but also exceeded the rate for other metropolitan counties in the state. Since April 2000, 652 individuals moved to the county. The largest increase in population was in the county's largest municipality, the City of River Falls, with the addition of 205 residents. The next largest increase was in the Village of Ellsworth.

In addition to the growth from migration, the population increased 301 from natural causes that included 692 births to county residents. The median age in Pierce County in 2000 was 32.1 years, lower than in many Wisconsin counties. That partially explains why the increase in population from natural causes is higher than other counties.

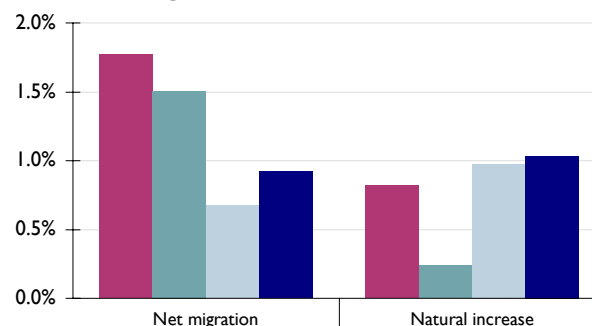
Being among the counties in Wisconsin with a higher birth rate falls short however of national trends and one of the reasons is that there is less ethnic diversity in Pierce County and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Pierce County	36,804	37,757	2.6%
Largest Municipalities			
River Falls, City*	10,242	10,447	2.0%
Prescott, City	3,764	3,811	1.2%
Ellsworth, Village	2,909	3,025	4.0%
River Falls, Town	2,304	2,334	1.3%
Trenton, Town	1,737	1,777	2.3%
Clifton, Town	1,657	1,764	6.5%
Oak Grove, Town	1,522	1,630	7.1%
Trimbelle, Town	1,511	1,525	0.9%
Spring Valley, Village*	1,187	1,214	2.3%
Martell, Town	1,070	1,119	4.6%

* Pierce County portion only

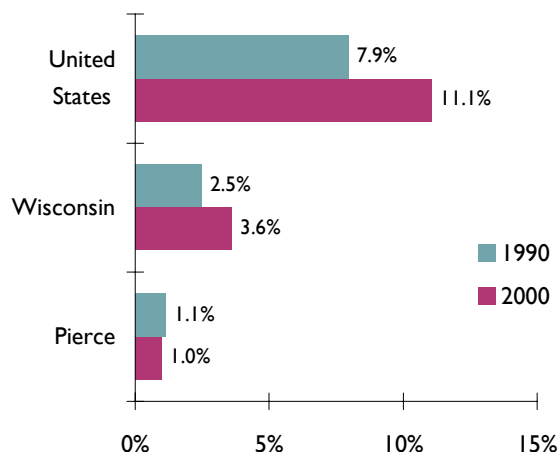
Net migration and natural increase



Pierce Co.	1.77%	0.82%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

linked to the non-white populations. Even though the number of births to whites is still the largest share of all births, that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents in the county were born in Asian countries, followed by those of European descent. Out of a total foreign-born population in 2000 of 361, 127 moved to the county in the last decade.

(Continued on page 2)

Pierce County Workforce Profile

Population Projections by Age Groups in Pierce County

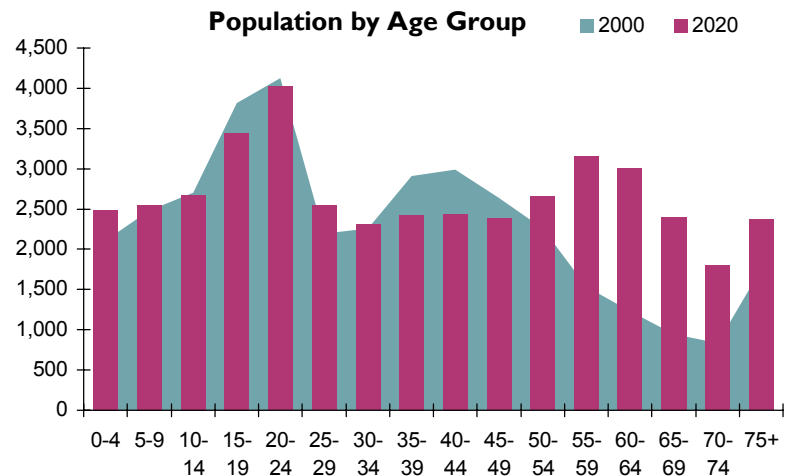
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,095	1,277	1,406	1,779	1,909	1,138	1,113	1,467	1,474	1,330	1,184	808	616	477	394	684
Female	1,015	1,206	1,301	2,037	2,219	1,060	1,146	1,439	1,514	1,313	1,073	728	618	468	444	1,072
2005																
Male	1,054	1,231	1,427	1,810	2,072	1,205	1,048	1,172	1,523	1,511	1,336	1,159	776	558	410	711
Female	1,014	1,143	1,353	1,989	2,199	1,117	985	1,202	1,489	1,548	1,310	1,056	700	583	419	1,084
2010																
Male	1,118	1,165	1,352	1,842	2,116	1,305	1,108	1,106	1,221	1,566	1,522	1,309	1,114	704	482	742
Female	1,076	1,125	1,261	2,079	2,188	1,145	1,057	1,058	1,275	1,560	1,576	1,314	1,035	672	533	1,092
2015																
Male	1,190	1,227	1,278	1,707	2,132	1,333	1,200	1,170	1,154	1,258	1,580	1,494	1,260	1,014	611	825
Female	1,145	1,186	1,241	1,866	2,265	1,132	1,080	1,133	1,123	1,337	1,585	1,576	1,285	992	614	1,197
2020																
Male	1,269	1,296	1,353	1,615	1,979	1,357	1,234	1,269	1,229	1,199	1,282	1,564	1,450	1,158	890	1,001
Female	1,220	1,255	1,316	1,826	2,041	1,184	1,074	1,155	1,210	1,187	1,371	1,596	1,552	1,241	914	1,368

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

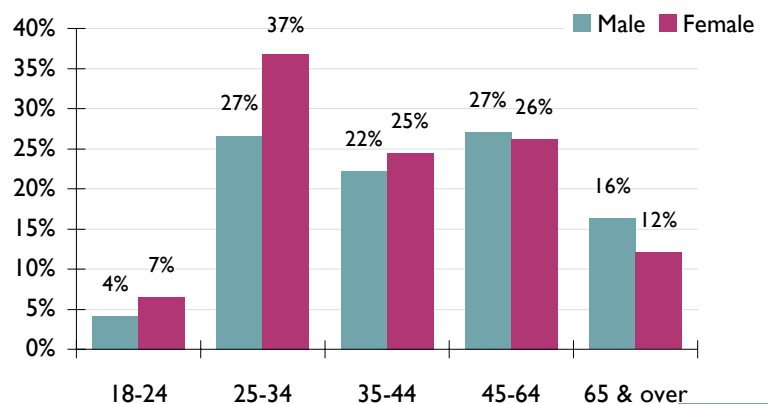
Also in the last decade there were over 4,047 births in the county. That's fewer than the number of residents 0-9 years old in 2000 and suggests that families with younger children were a big part of county gains from migration. The influence of migration is also key in the population projections from the Wisconsin Demographic Services section. From 2000 to 2020 the total population is projected to increase by 5,850 residents. Some of that increase is projected in the younger age groups; but most will occur in the older age groups.

The graph on the right shows the increase in population over 50 years old primarily from the baby-boom, now in their late-30s and mid-50s. The most striking area of the graph, however, is the spike in population of 15-24 year olds occurs in both timeframes and how that group doesn't move forward (someone 15-24 in 2000 should be 25-44 years old in 2020). The reason, of course, is the University of Wisconsin population in River Falls. Once they graduate they leave the county.

The bottom graph in some ways also tracks the college-educated population. In many counties and in the state, the share of an age group with a bachelor's degree drops in the middle age groups as graduates move from the area. Pierce County is 7th highest in the state with 25 percent of the population over 25 years holding at least a bachelor's degree.



Percent of age group with at least a Bachelor's degree in Pierce County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Pierce County is lower than it was in the late 1990s when there were more jobs. In 2002 LFPR was 73 percent, matching the state rate but higher than the LFPR of 66.6 percent in the United States.

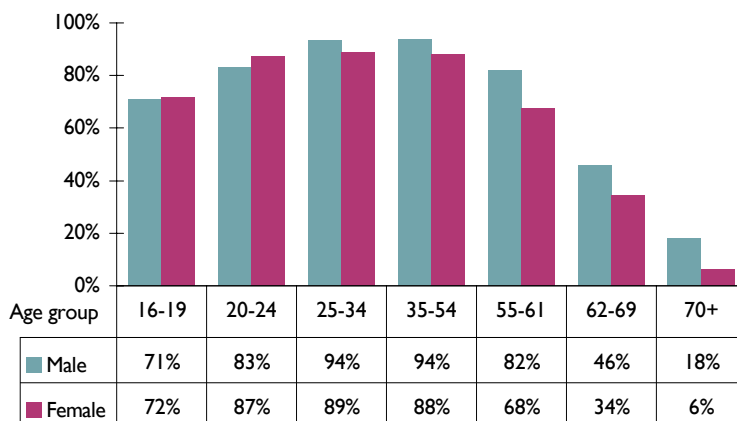
Labor force participation rates are relatively high in all age groups, even in the younger ages where a large share of the population is in school. Of note among the younger age groups is the higher participation of females than males. By age 25 that reverses and the gap between male and female participation increases as individuals grow older. By age 62, labor force participation rates are half of what they in the middle age groups.

The lower participation rates from older residents become increasingly more significant as a greater number of residents enter those age groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population in Pierce County will increase from 28,740 in 2000 to 34,260 but the share of residents over 50 years old will increase from 22 to 37 percent. The labor force will increase only nine percent over the next twenty-year period compared with the increase of 43 percent from 1980 to 2000. A five percentage point increase in the participation rate of those over 55 would add only roughly 600 participants to the labor force.

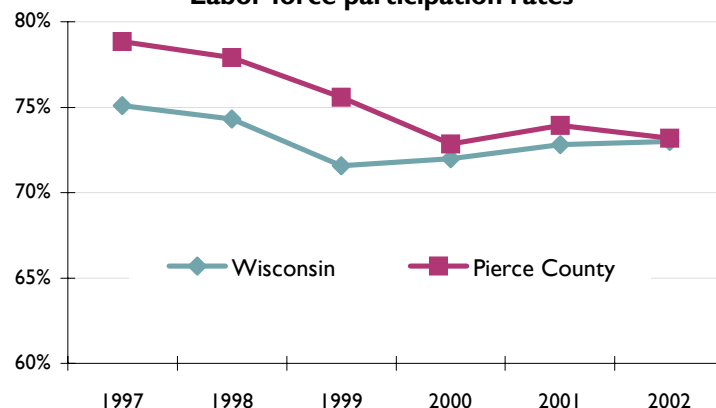
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Pierce Labor Force Participation by Age & Sex in 2000



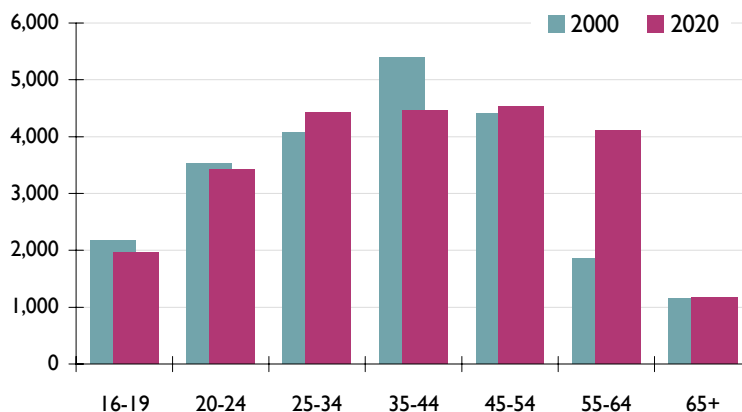
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Pierce County



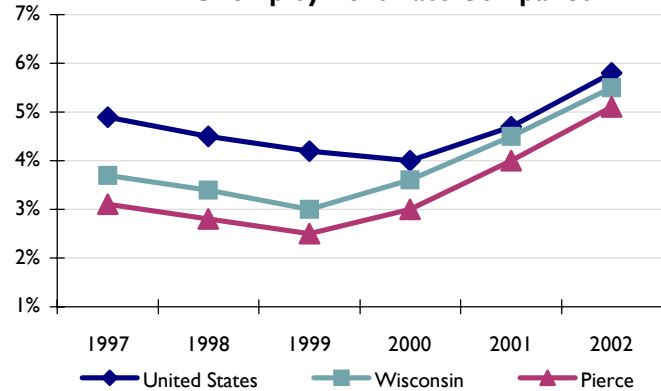
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Pierce County Workforce Profile

The total labor force in Pierce County has changed very little in the last several years as new workers move into the county. In 1997 the total labor force in Pierce County was 20,528 and the unemployment rate was 3.1 percent. The labor force increased to 21,187 in 2002 and the unemployment rate increased to 5.1 percent, the highest level since 1992.

Mid-way through 2003, the employment picture has not improved although there are a few encouraging signs, especially in the nation. As the economy recovers, and labor shortages once again become a major problem for employers, unemployment rates will decline.

Unemployment Rate Comparison



Pierce County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	20,528	20,562	20,280	20,815	21,319	21,187
Employed	19,890	19,993	19,774	20,187	20,474	20,106
Unemployed	638	569	506	628	845	1,081
Unemployment Rate	3.1%	2.8%	2.5%	3.0%	4.0%	5.1%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Pierce County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

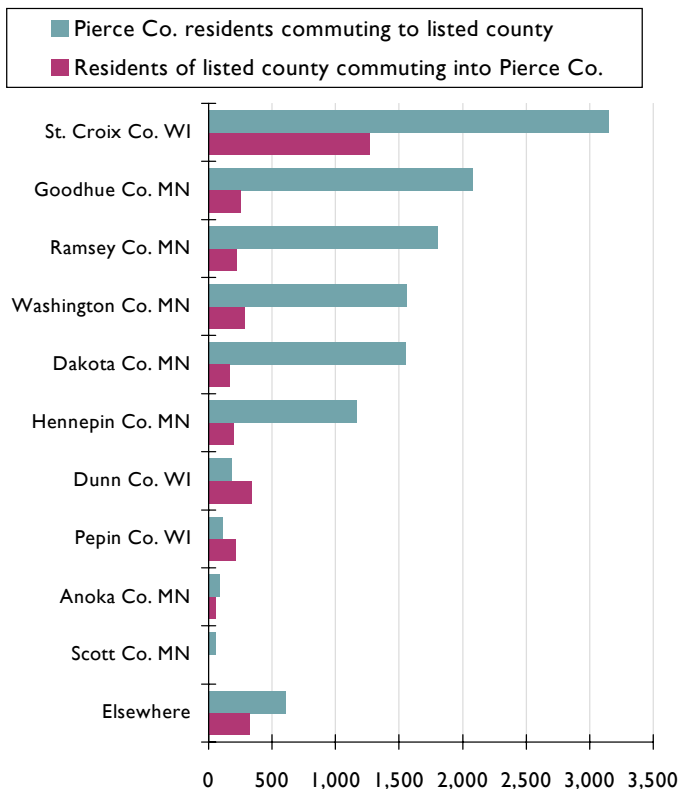
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. This is crucial information when profiling the workforce of a local community, especially in Pierce County where a large share of the labor force is employed outside of the county. In Wisconsin, commuting patterns for municipi-

palities are also available every ten years from the census and were released in April 2003.

In Pierce County 12,372 residents, nearly 60 percent of the county's workforce, traveled out of the county for a job. Nearly 70 percent of the workers who left the county headed for destinations in Minnesota. This is the reason that Pierce County is one of thirteen counties included in the Minneapolis-St. Paul metropolitan area. Most workers crossing the river to Goodhue County are headed to the City of Red Wing. After that, the most popular destination is the City of St. Paul in Ramsey County.

For those who travel out of the county but stay in Wisconsin, the most popular destination is the St. Croix County portion of the City of River Falls followed by the City of Hudson. The fact that so many residents travel out of the county for a job is the primary reasons that the labor force in Pierce County is greater than the number of jobs with area employers.

Even though over half the workforce leaves the county for a job, employers in Pierce County attract roughly 3,335 workers who travel from neighboring communities to work in local jobs. Most of the incoming workers travel from St. Croix and Dunn counties in Wisconsin, but over 1,300 travel from Minnesota counties for a job. From nearly all directions, the destination for four of every ten inbound commuters is the City of River Falls. The city attracts nearly 1,370 non-county workers to help local employers fill job vacancies. A popular destination for workers from the east is the Village of Elmwood.



	Pierce Co. residents commuting to listed county	Residents of listed county commuting into Pierce Co.	Net gain or loss of workers
St. Croix Co. WI	3,154	1,272	-1,882
Goodhue Co. MN	2,082	256	-1,826
Ramsey Co. MN	1,806	220	-1,586
Washington Co. MN	1,564	280	-1,284
Dakota Co. MN	1,551	168	-1,383
Hennepin Co. MN	1,165	201	-964
Dunn Co. WI	187	337	150
Pepin Co. WI	118	216	98
Anoka Co. MN	88	54	-34
Scott Co. MN	53	4	-49
Elsewhere	604	326	-278

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier

years' estimates is difficult and do not appear in this publication. Earlier estimates are available for states and metropolitan areas.

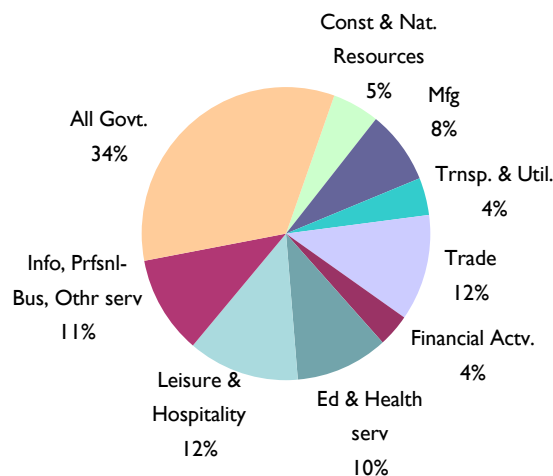
There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality, and information. Previously employment in leisure and hospitality was included in retail trade (restaurants) and in services (hotels and resorts). Many information jobs were in manufacturing (printing and publishing). Logging jobs were also reassigned from manufacturing to natural resources. The transfer of over 100 jobs from printing and publishing and 40 jobs from logging accounts for some of the reduction in manufacturing employment in the two systems, but it is also likely that the preliminary estimate for 2002 was too high.

Other changes to the Pierce employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities; and jobs in communication are now grouped with publishing jobs in the new information sector

Wholesale and retail trade jobs declined to 12 percent of total employment in NAICS from 24 percent. There are a couple of reasons for the drop. Warehousing jobs were moved to the transportation group and restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality as were jobs with hotels and lodging facilities. This sector should make

(Continued on page 7)

Pierce County Industry Distribution: 2002



2002 Industry Employment in Pierce County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	536	5%	Construction & Mining	4%
Manufacturing	837	8%	Manufacturing	12%
Transportation, warehousing & utilities	448	4%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	1,203	12%	Wholesale trade	2%
			Retail trade	22%
Financial activities	377	4%	Finance, insurance & real estate	3%
Information, professional & business services, other services	1,114	11%	Services & misc (incl. agr, forestry, fishing)	20%
Education and health services	1,071	10%	Government	32%
Leisure & hospitality	1,276	12%		
Government	3,494	34%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Pierce County Workforce Profile

it easier to monitor changes in tourist related businesses.

Another new sector for education and health services should provide more information on the rapidly expanding health industry. It is grouped with private education, but most education jobs are included in the public sector in the monthly estimates.

The lists of top ten industries and employers in Pierce County uses the North American Industry Classification System. In this list all private and public education were

grouped together making it the largest industry sector in the county. One big change with this list over previous years is the sub-groups within health services, two of which appear on the top industry list.

Together the largest industry sectors provide three in every five jobs in the county while the ten largest employers provide one in every four jobs. Four of those employers are in public education and two are government.

Top 10 Industry Groups in Pierce County

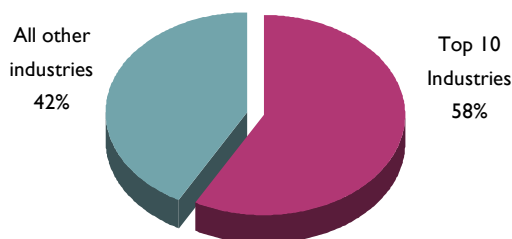
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	12	2,017	-11
Food Services and Drinking Places	82	1,026	-34
Nursing and Residential Care Facilities	8	650	78
Executive, Legislative, & Gen Government	23	500	35
Ambulatory Health Care Services	38	376	18
Food And Beverage Stores	10	360	-26
Professional and Technical Services	49	306	5
Specialty Trade Contractors	54	269	27
Truck Transportation	35	268	-27
Credit Intermediation & Related Activity	14	234	12

*data suppressed to maintain confidentiality

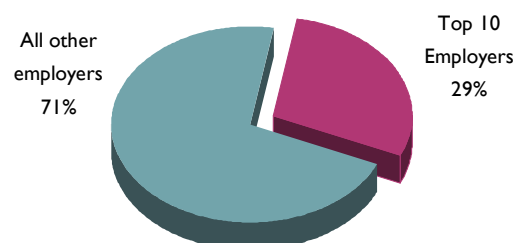
Top 10 Employers in Pierce County

Company	Product or Service	Size
University of Wisconsin- River Fall	Colleges, universities, and professional schools	500-999
School District of River Falls	Elementary & secondary schools	500-999
Ellsworth Community School District	Elementary & secondary schools	250-499
County of Pierce	Executive & legislative offices, combined	250-499
School District of Prescott	Elementary & secondary schools	100-249
Thomas & Betts Corp.	Iron and steel pipe and tube manufacturing from purchased steel	100-249
City of River Falls	Executive & legislative offices, combined	100-249
REM Wisconsin III, Inc.	Residential mental retardation facilities	100-249
Spring Valley Health Care Center Inc	Nursing care facilities	100-249
Western Wisconsin Medical Associate	Offices of physicians (except mental health specialists)	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Pierce County Workforce Profile

The bottom graph illustrates the strong presence of the education and health sector in Pierce County. Roughly 29 percent of all jobs in the county and 36 percent of total payroll are with employers in education and health services. The annual average wage in this sector is lower than for similar workers statewide.

The average wage for all workers in Pierce County of \$24,061 declined 6.4 percent from the 2001 average of \$25,693. Significant reductions occurred in construction payroll and employment while in the trade group both payroll and employment rose. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

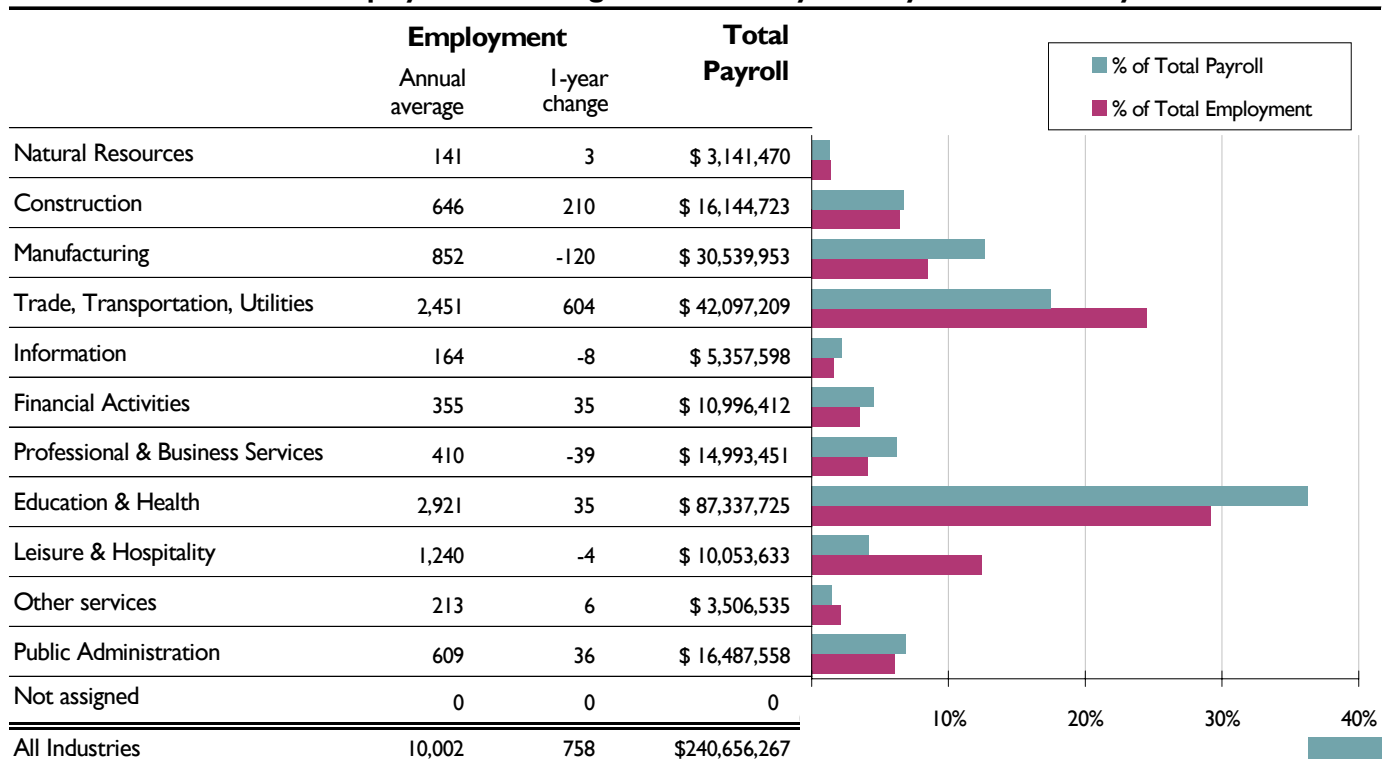
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Pierce County	Wisconsin	% change
All Industries	\$ 32,422	\$ 24,061	74%	-6.4%
Natural resources	\$ 25,481	\$ 22,280	87%	-3.6%
Construction	\$ 39,649	\$ 24,992	63%	-21.0%
Manufacturing	\$ 40,584	\$ 35,845	88%	4.3%
Trade, Transportation, Utilities	\$ 28,422	\$ 17,176	60%	-24.2%
Information	\$ 38,871	\$ 32,668	84%	-2.6%
Financial activities	\$ 40,337	\$ 30,976	77%	-5.0%
Professional & Business Services	\$ 36,324	\$ 36,569	101%	7.0%
Education & Health	\$ 33,768	\$ 29,900	89%	1.8%
Leisure & Hospitality	\$ 11,837	\$ 8,108	68%	3.1%
Other services	\$ 19,500	\$ 16,463	84%	8.8%
Public Administration	\$ 33,769	\$ 27,073	80%	-3.2%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 27.6 percent work part time and 22.7 percent work less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year. This high share of workers with less than full-time employment lowers the average annual wage in the county.

2002 Employment and Wage Distribution by Industry in Pierce County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from wages jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Pierce County. Net earnings comprise 73.3% of total county income, greater than both the state and national share of 66.7 and 67.6 percent, respectively. Over half (56%) of residents' earnings are from workers who commute out of the county.

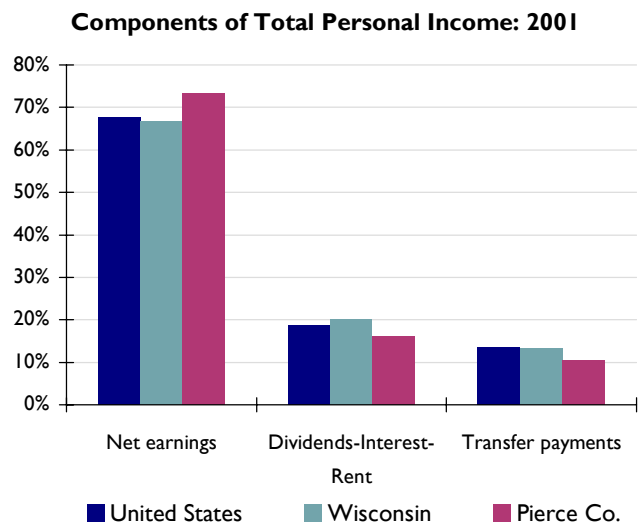
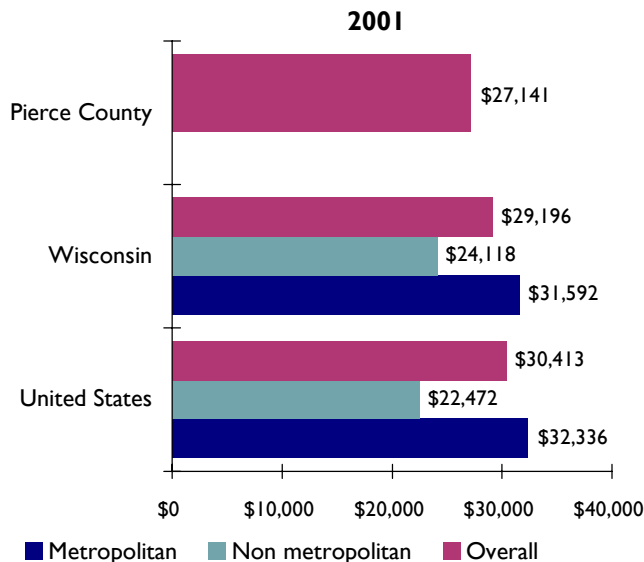
Generally net earnings drive up the PCPI but in Pierce County annual average wages are only 74 percent of the state and even with the residency ad-

justment the PCPI falls short of state and national per capita incomes. The gap widens if you compare Pierce County to other metropolitan areas in Wisconsin and the nation. The Pierce County PCPI of \$27,141 in 2001 was 89 percent of the national PCPI and 93 percent of the state. It ranked 20th among the 72 counties in Wisconsin.

Because net earnings are a higher share of total personal income, other sources are a smaller share compared with the state and nation.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Pierce County	\$20,936	\$22,149	\$23,515	\$24,517	\$26,176	\$27,141	3.7%	29.6%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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